
SEMINOLE COUNTY GOVERNMENT AGENDA MEMORANDUM

SUBJECT: Water Conservation 2009 Public Awareness Campaign Partnership participation funding between St. Johns River Water Management District and Seminole County Government

DEPARTMENT: Environmental Services

DIVISION: Water and Sewer

AUTHORIZED BY: John Cirello

CONTACT: Debbie Meinert

EXT: 2121

MOTION/RECOMMENDATION:

Approve participation in the amount of \$25,000.00 to the St. Johns River Water Management Districts 2009 Water Conservation Public Awareness campaign. Authorize department to submit participation form for funding.

County-wide

Debbie Meinert

BACKGROUND:

This is an annual recurring partnership participation funding between St. Johns River Water Management District (SJRWMD) and Seminole County. Every year the SJRWMD implements an advertising campaign to educate the public about water conservation practices, with the goal of changing water use behavior, both inside and outside.

STAFF RECOMMENDATION:

Campaign partnership helps meet water conservation education requirements of the consumptive use permits. Staff recommends to approve the participation in the amount of \$25,000 to St. Johns River Water Management District, for the 2009 Water Conservation Public Awareness campaign.

Funds are budgeted in FY 2009 of the 087804 Water Conservation budget.

ATTACHMENTS:

1. SJRWMD 2009 WC PA CAMPAIGN

Additionally Reviewed By: No additional reviews



St. Johns River Water Management District

Kirby B. Green III, Executive Director • David W. Fisk, Assistant Executive Director

4049 Reid Street • P.O. Box 1429 • Palatka, FL 32178-1429 • (386) 329-4500
On the Internet at www.sjrwmd.com.

May 15, 2008

Ms. Debbie Meinert
Seminole County
500 W. Lake Mary Blvd.
Sanford, FL 32773

Dear Ms. Meinert,

Many areas within the St. Johns River Water Management District are nearing the sustainable limits of groundwater withdrawals. This source will not be able to meet all future demands. The need to develop alternative sources of water is real. However, we can delay the time frame for developing alternative sources of water by increasing our efforts in water conservation.

There are many components to effective water conservation programs, such as regulation, local ordinances, building codes and practices, and public education. All of these actions need to be undertaken. The common denominator among all approaches to water conservation is public acceptance and support. Positive public attitudes about the importance of water conservation is critical to acquiring support for water-conserving rules and regulations, and for the funding needed to successfully implement conservation programs. To achieve the level of conservation required to reduce demand, public perceptions and behaviors must change. The public must be informed about water supply issues and must become engaged in the solutions.

The District's Water Conservation Public Awareness Campaign is designed to achieve this goal. The campaign uses paid advertising to educate and motivate large numbers of people. Using paid media is the most effective and controllable way to communicate to the broadest audience. The campaign is a partnership effort, allowing water supply utilities and the District to provide a clear, consistent water conservation message. Enclosed you will find detailed information about the campaign.

I strongly encourage your participation in this important water conservation program. Please refer to the enclosed participation form for your requested financial contribution. Financial requests are based on utility size. Please complete and return the participation form by Oct. 1, 2008. If you need additional information, contact Malissa Dillon, project manager, at (386) 329-4571. Thank you for your participation. Together, we can make water conservation a way of life in Florida.

Sincerely,

Kirby B. Green III
Executive Director

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Please complete and return this form by Oct. 1, 2008. Mail form to: Malissa Dillon, Office of Communications and Governmental Affairs, St. Johns River Water Management District, P.O. Box 1429, Palatka, FL 32178-1429.

For more information, call Malissa Dillon at (386) 329-4571.

2009 Water Conservation Public Awareness Campaign

Utility/Agency name: Seminole County

Partnership funding request: \$ 25,000.00

Utility/Agency contact: (contact for campaign development and implementation)

Name:

Title:

Phone:

Fax:

E-mail:

Mailing address:

Shipping address:

1. Check here if you would like to participate in the 2009 Campaign. _____
2. Your contribution amount will be: \$ _____
3. Check here if you are interested but require additional information. _____
4. The types of additional information you need include the following: _____

5. Check here if you are interested but require approval of commission/council. _____
You will seek approval for the contribution amount: \$ _____
You will seek approval on the following date: _____
Check here if you require District assistance in seeking commission/council approval. _____
Type of assistance required: _____
6. Check here if you are not interested in participating. _____
7. Please let us know why you are not interested in participating. _____

This form was completed by:

Print name: _____

Signature: _____

Date: _____